Standard Performance Measures: Matching Grants

The City's **Matching Grant program** contains the following sets of standard performance measures that align with the program's outcomes. This data demonstrates the impact the City's investments are having towards achieving its social goals.

The most appropriate measures for supported projects will be included in the funding agreement and applicants will be required to report on these when acquitting.

Applicants will **not** be required to report on the all performance measures, only those most relevant to their project.

Program wide performance measures

All applications must use these measures.

Performance measures	Types of evidence
Number of sessions/events/programs Number of audience, participants, attendees (receptive participants) Number of paid staff, volunteers (active participants) Number of artists, creative and cultural workers (creative participants) Percentage of intended community beneficiaries and/or contributors reached Number and percentage of accessible sessions/events/programs Number of partnering or collaborating organisations	• Activity summary • Participation register • Participant surveys (basic for the size of the grant) • Case studies and testimonials • Program literature and outlines • Media and publicity • Social media post reach and engagement • Photos and video (where appropriate) • Inclusion and access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters

Outcome specific performance measures

Outcome 1: Adoption by communities of sustainable behaviours and sustainable lifestyles

Project Outcome	Performance measures	Types of evidence
Participants increase their levels of sustainable behaviour, which may include: community gardening, collaborative consumption, cycling and behaviours that reduce carbon footprint and emissions.	Number and percentage of participants reporting an increased levels of community gardening, collaborative consumption, cycling or behaviours that reduce carbon footprint and emissions. Number and percentages of participants reported they would change their behaviour based on the information, resources, tools shared during and/or beyond the project.	• Activity summary • Participation register • Participant surveys • Case studies and testimonials • Program literature and outlines • Media and publicity • Social media post reach and engagement • Photos and video (where appropriate) • Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters

Outcome 2: Strengthened opportunities for residents and others to build personal creativity and self-expression

Project outcome	Performance measures	Types of evidence
Participants increase their opportunities for creativity and self-expression.	Number and percentage of episodes of activity or work held in a public space. Number of total ticketed audience. Type of artistic activity. Number and percentage of event or activities that are financially accessible. Number of audience members accessing discounted tickets Number and percentage of attendees who are residents of the City of Sydney local government area.	• Activity summary • Participation register • Participant surveys • Case studies and testimonials • Program literature and outlines • Media and publicity • Social media post reach and engagement • Photos and video (where appropriate) • Access and inclusion plan (Accessible communications, delivery model, promotions, percentage of audiences reached)

Outcome 3: Increased community capacity and capability to address local needs and opportunities

Project outcomes	Performance measures	Types of evidence
People increase their levels of active participation in social, cultural and sustainable grassroots initiatives	Number and percentage of participants who report having increased their participation in the community as a result of this project.	• Activity summary • Participation register • Participant surveys • Case studies and testimonials

Project outcomes	Performance measures	Types of evidence
		- Program literature and outlines - Media and publicity - Social media post reach and engagement - Photos and video (where appropriate) - Access plan and accessible communications - Evidence of other sponsorships or partners, such as confirmation letters
People increase their capacity to address local needs/opportunities	Number and percentage of participants who report an increasing in their skills and knowledge of how to respond to local community needs/opportunities as a result of this project. Number and percentage of participants who report being more informed about the relevant "local issue" of the activity in their life as a result of this project. Number and percentage of participants who report they are more likely to engage in finding solutions to local issues in the future.	- Activity summary - Participation register - Participant surveys - Case studies and testimonials - Program literature and outlines - Media and publicity - Social media post reach and engagement - Photos and video (where appropriate) - Access plan and accessible communications - Evidence of other sponsorships or partners, such as confirmation letters

Project outcomes	Performance measures	Types of evidence
People increase their ability to advocate for local needs/opportunities.	Number and percentage of participants who report that they know where to go to / who to approach to identify and address needs in their local community as a result of this project. Number and percentage of participants who report that they know how to build partnerships to identify and address needs / opportunities in their local community as a result of this project. Number and percentage of people who report they have or are more likely to be active in decision making in the future.	• Activity summary • Participation register • Participant surveys • Case studies and testimonials • Program literature and outlines • Media and publicity • Social media post reach and engagement • Photos and video (where appropriate) • Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters

Outcome 4: Increased participation in community and civic life

Project outcomes	Performance measures	Types of evidence
People increase their participation in the community	Number and percentage of participants who report having increased their participation in the community as a result of this project. Number and percentage of participants who report they have joined other community	• Activity summary • Participation register • Participant surveys • Case studies and testimonials

Project outcomes	Performance measures	Types of evidence
	activities as a result of this project.	- Program literature and outlines - Media and publicity - Social media post reach and engagement - Photos and video (where appropriate) - Access plan and accessible communications - Evidence of other sponsorships or partners, such as confirmation letters
People increase their capacity to participate in local / government decision making.	Number and percentage of participants who report they have increased their understanding of how local / government decision making works as a result of this project. Number and percentage of participants who increased their knowledge, skill and capacity to advocate for the needs of their community as a result of this project. Number and percentage of people who report they have or are more likely to be active in decision making in the future.	- Activity summary - Participation register - Participant surveys - Case studies and testimonials - Program literature and outlines - Media and publicity - Social media post reach and engagement - Photos and video (where appropriate) - Access plan and accessible communications - Evidence of other sponsorships or partners, such as confirmation letters

Standard Performance Measures for Matching Grants

Outcome 5: Strengthened social connections and sense of belonging

Project outcomes	Performance measures	Types of evidence
People increase their sense of inclusion and belonging.	Number and percentage of participants who report that they feel welcome and accepted in their community as a result of this project.	• Activity summary • Participation register • Participant surveys • Program literature and outlines • Case studies and testimonials • Social media post reach and engagement • Photos and video (where appropriate) • Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters
People increase their connectedness to the community.	Number and percentage of participants who report that they feel more a part of their community as a result of this project.	• Activity summary • Participation register • Participant surveys • Program literature and outlines • Case studies and testimonials • Social media post reach and engagement • Photos and video (where appropriate)

Project outcomes	Performance measures	Types of evidence
		• Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters
People increase their understanding and acceptance of diversity and difference.	Number and percentage of participants who report that their understanding and acceptance of diversity and difference has increased as a result of this project.	• Activity summary • Participation register • Participant surveys • Program literature and outlines • Case studies and testimonials • Social media post reach and engagement • Photos and video (where appropriate) • Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters
People increase their connection to the place.	Number and percentage of participants who report that their connection to the relevant 'local area' has increased as a result of this project. Number and percentage of participants who report that they are more likely to connect locally in the future.	• Activity summary • Participation register • Participant surveys • Program literature and outlines • Case studies and testimonials

Project outcomes	Performance measures	Types of evidence
		- Social media post reach and engagement - Photos and video (where appropriate) - Access plan and accessible communications - Evidence of other sponsorships or partners, such as confirmation letters

Outcome 6: Strengthened local business and community connection.

Project outcomes	Performance measures	Types of evidence
Local businesses support local community. The community supports local businesses.	Number of surrounding business choosing to be open during event, activity or campaign. Number of businesses showcasing local initiatives events, activities or campaigns. Number and type (financial and/or Value-in-Kind) of local business partners for the event, activity or campaign. Number and percentage of local businesses that report increased turnover as a result of the project. Number and percentage of businesses reporting that the event, activity or campaign was beneficial and welcome in their area. Number of local business stall holders at the event, activity or campaign.	• Activity summary • Participation register • Participant surveys • Case studies and testimonials • Program literature and outlines • Media and publicity • Social media post reach and engagement • Photos and video (where appropriate) • Access plan and accessible communications • Evidence of other sponsorships or partners, such as confirmation letters